

Parliament Menthol

Direct Marketing Launch Support

February 22, 1996

Parliament

Team Y&R

PURPOSE

In 1996, Philip Morris is introducing Parliament Menthol, targeted towards the non-ethnic segment of the menthol market.

Our goal is to demonstrate how direct marketing can support and enhance the introduction of Parliament Menthol.

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OBJECTIVES

Marketing

To generate *trial* and *retrial* of new Parliament Menthol among competitive menthol smokers

- LSA through 34
- Non-ethnic

Communications

- To maximize awareness of new Parliament Menthol
- To reinforce Parliament Menthol core brand values and personality

THE BENEFIT OF DIRECT MARKETING SUPPORT

Brings the Parliament Menthol introduction directly into the homes of targeted competitive smokers

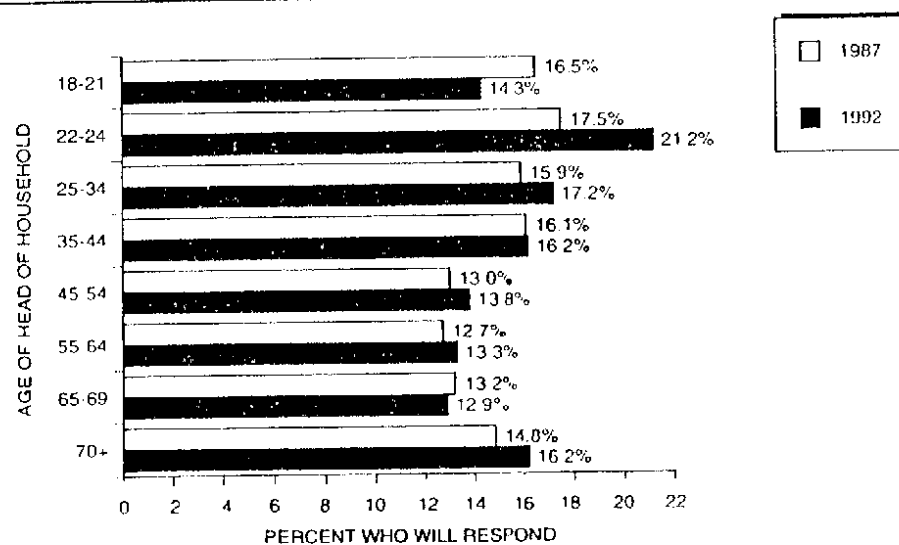
- ▶ Highly impactful delivery
- ▶ Awareness plus product trial/retrial value
- ▶ Successfully reaches approximately 88% of prospects mailed
- ▶ USPS Household Diary Study finds that adults aged 22-24 are most likely to respond to direct mail pieces. They also had the greatest increase in willingness to respond from 1987 to 1992.

MEDIA/DIRECT MAIL/BUYING HABITS**RESPONSE TO THIRD-CLASS BULK REGULAR MAIL PIECE BY AGE OF HEAD OF HOUSEHOLD**

(INDICATING WILL RESPOND)

POSTAL YEARS 1992 & 1987

Individuals in the 22-24 age group were more likely to indicate they will respond to a third-class mail piece in 1992 vs. 1987.



Source: USPS Household Diary Study 1993

THE BENEFIT OF DIRECT MARKETING SUPPORT

*Undercutters
group*

Experience has shown that DM younger adult smoker programs create positive shifts on key dimensions

- ▶ Brand appeal
- ▶ Involvement with brand
- ▶ Product usage and future purchase intent

COMPETITIVE AUDIENCE

Approximately 200,000 competitive names on the database

Competitive Menthol Smokers Region 1

	<u>21-24</u>	<u>25-34</u>	<u>Total</u>
Newport	15,652	132,759	148,411
Salem	1,631	37,597	39,228
Kool	<u>916</u>	<u>18,748</u>	<u>19,664</u>
	18,199	189,104	207,303

30% are lights/ultra lights smokers; female/male about 60/40

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CONSIDERATIONS FOR CREATIVE DEVELOPMENT

Breaking through to the YAS audience and motivating them to trial is key. The following elements were considered in the development of creative concepts.

- Synergy with launch campaign
- Creating news and excitement about the introduction
- High value trial incentives
- Impactful, exciting and involving formats
- Smoker involvement through use of open-ended comment cards
- Expanding reach with smoker-get-smoker